



Aarval Ltd t/a McDonalds



#JOB-2425952



McDonalds Restaurants Galway R, Galway
Retail Park, Headford Road, Co. Galway,



No of positions : 1



Paid Position



39 hours per week



34000.00 Euro Annually



22/12/2025



19/01/2026

How to apply

Application Method :

Please apply to the vacancy by the following means:

Email : sinead.aarval@gmail.com



Open your camera
app & point here
to view this ad
online



Marketing Manager

Application Details

In order to work in Ireland a non-EEA National, unless they are exempted, must hold a valid employment permit. Please review the [Eligibility and requirements for an employment permit](#) if you are unsure of your eligibility to apply for this vacancy.

Job Description

Responsibilities include, but are not limited to:

- Drive equality in communities • strategy development and implementation • Deliver centralized Happy Meal Readers program across strategy and execution • Elevate and drive creative excellence and consistency • Play an integral role in restaurant calendar planning process • Project lead on Happy Meal Activation and tactical execution, including TVC, packaging, POP, Digital. • To help build robust business cases on all planned activities and contribute to their post evaluation • To develop and lead critical time lines for timely delivery of all initiatives/executions • To take ownership for clear, concise and timely communication of initiatives with all levels of the McDonald's organization, agencies and relevant 3rd parties • To support concept development, test markets and pilot programs for new innovations in the Family Business • Day-to-day project management, as well as support information sharing and alignment on key business priorities • To support internal communication and sharing standard methodologies across markets • From time-to-time, special project work

What background do I need to have?

- Skilled at working in a multi-market capacity • Strong project management and execution success, with a heavy focus on attention to detail, and good creative judgement • Strong analytic and quantitative analysis skills • Proven track record to lead cross-functional teams to achieve organizational goals • Good (and working) knowledge of Microsoft Word, Excel and PowerPoint • Retail or marketing background • Self-starter with a strong sense of initiative and accountability • Passion to promote the brand values of McDonald's • Ability to work assertively but diplomatically with management and colleagues at all levels in a decentralised system • Passion for consumer insight, trends and innovation • Comfortable working in a fast-paced & deadline-driven environment, calm under pressure • Display leadership behaviours and characteristics and a desire to develop self • Empower and support team members as appropriate – passion to develop talent • Experience and an ability to think critically and creatively to tackle problems • Work with energy and passion and encourage the same in others • Build a feedback-rich environment that encourages and models the exchange of feedback • Excellent interpersonal skills, curious mind set, confident, independent and logical problem solver

Marketing Degree or Equivalent. Alternatively 5 year experience in a similar role.

- **Sector:** accommodation and food service activities

Career Level

- Managerial